INDEX TO VOLUME XXVI: 1974

Aby, Carroll D., Jr., "The Odd Lot Short Sales Index and Market Bottoms 1960-1973," No. 6, November, p. 10.

Bond, Floyd A., "Graduate Education in Management," No. 5, September, p. 1.

Bromage, Mary C., "The Message and the Medium," No. 3, May, p. 24.

Bunn, Radie G.; and Anthony J. Tasca, "Mafia: Parallels with Legitimate Business," No. 6, November, p. 14.

Campbell, Angus, "Measuring the Quality of Life," No. 1, January, p. 8.

Crawford, C. Merle, "The Intellectual's Misconceptions of the Manager," No. 2, March, p. 14.

Cunningham, Harry B., "A Doctrine of Business Management," No. 3, May, p. 1.

Dufey, Gunter, "Five Myths About Multinational Corporations," No. 3, May, p. 10.

Gies, Thomas G., "1974: Market, Prices, and Profits," No. 1, January, p. 2.

Goldmark, Peter C., "The Need for a New Rural Society," No. 3, May, p. 5.

Gregg, Jearald R.; and Bradford F. Spencer, "Successful Behaviors Which Breed Failure," No. 6, November, p. 6.

Hayes, Douglas, "Common Stocks: Long Term Outlook and Review," No. 5, September, p. 5.

Jones, Sidney L., "International Economics Issues: The American Perspective," No. 1, January, p. 11.

Kirchoff, Bruce A., "Using Objectives: The Critical Variable in Effective MBO," No. 1, January, p. 17.

McCracken, Paul W., "The New Equality," No. 2, March, p. 2.

_____, "Will There Be Economics in 2024?" No. 5, September, p. 11.

Odiorne, George S., "Managing Bad Luck by Objectives," No. 2, March, p. 8.

Owens, James, "The Values and Pitfalls of MBO," No. 4, July, p. 11.

Paton, William A., "Accounting Today—A Bird's-Eye View," No. 1, January, p. 22.

_____, "Some Amendments to Profit and Interest Theory," No. 5, September, p. 16.

Peterfreund, Stanley, "The Challenge of the 'New Breed'," No. 1, January, p. 26.

Quinn, John H., Jr.; and Eugene M. Zuckert, "Small Company Advisors: Substitute for Outside Directors," No. 3, May, p. 18.

Ray, Paul R., "Finding Your New Executive," No. 6, November, p. 21.

Rosenberg, William G., "Are Electric Utilities Viable?," No. 4, July, p. 1.

Skadden, Donald H., "Accounting Principles: Where Are They Leading?," No. 5, September, p. 25.

Spencer, Bradford F.; and Jearald R. Gregg, "Successful Behaviors Which Breed Failure," No. 6, November, p. 6.

Tasca, Anthony J.; and Radie G. Bunn, "Mafia: Parallels with Legitimate Business," No. 6, November, p. 14.

Wenrich, Ralph C., "Is Work Still A Dirty Word?," No. 2, March, p. 20.

Wilkinson, William R., "Don't Spend Time—Invest It," No. 4, July, p. 7.

Wilson, Ian H., "Socio-Political Forecasting: A New Dimension to Strategic Planning," No. 4, July, p. 15.

Winjum, James O.; and Joanne T. Winjum, "The Art Investment Market," No. 6, November, p. 1.

Winjum, Joanne T.; and James O. Winjum, "The Art Investment Market," No. 6, November, p. 1.

Zuckert, Eugene M.; and John H. Quinn, Jr., "Small Company Advisors: Substitute for Outside Directors," No. 3, May, p. 18.